

Appln. No. 09/811,724
Response dated July 5, 2005
Reply to Office Action of June 6, 2005

REMARKS/ARGUMENTS

Reconsideration of the present application is respectfully requested.

The June 6, 2005 Office Action and the Examiner's comments have been carefully considered. In response, an election of species is made, and remarks are set forth below responsive to the June 6, 2005 Office Action.

ELECTION

Responsive to the election requirement in item #1 on page 2 of the Office Action, Applicants hereby elect Group A corresponding to claims 1, 3-6 and 11-20 drawn to an advertisement distribution system, without traverse.

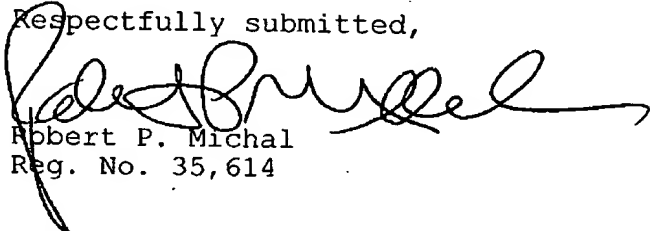
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It is respectfully submitted that this submission is fully responsive to the June 6, 2005 Office Action. It is respectfully requested that prosecution on the merits now proceed on the basis of the election set forth hereinabove.

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If the Examiner has any comments, questions, objections or recommendations, the Examiner is invited to telephone the undersigned at the telephone number given below for prompt action.

Respectfully submitted,



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